

KBR:kbr:eb 10/25/00 3382-50875 MS 112623.2 22743

PATENT
Atty. Ref. No. 3382-50875

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and

returning to the displaying the television signal;
responsive to actuation of the second graphical control by the viewer during the displaying
the panel,
ending the displaying the panel; and
displaying the auxiliary data.--

REMARKS

Claims 6-7, 10-16, 19-22, and 24-30 are pending.

Applicants respectfully amend claim 6 by adding language from dependent claim 8, adding language specifying that the data conveyed with the television signal is "link data," adding language specifying the context of the claim as operating a screen to transition between display of a television signal and display of auxiliary data from an auxiliary data network that delivers data apart from the television signal, and adding language specifying that the graphical control panel is operable by the viewer.

Applicants respectfully amend claim 16 by adding language specifying that the icon is displayed in response to logical address link data conveyed with the televised advertising message, by adding language specifying the context of the claim as operating a screen to transition between display of a televised advertising message and display of additional information from the Internet relating to the subject of the advertising message, and by adding language specifying that the graphical control panel presents to the user multiple options selectable by the user.

Applicants respectfully amend claim 21 by adding language specifying that the viewer is alerted to the availability of supplementary data from the Internet in response to logical address link data conveyed with the television programming, and by adding language specifying the context of the claim as operating a screen to crossover between display of television programming and display of supplementary data from the Internet.

Applicants respectfully add claim 30, which is directed to operating a screen to crossover between display of a television signal and display of auxiliary data from an auxiliary data network that delivers data apart from the television signal.

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CONCLUSION

Claims 6-7, 10-16, 19-22, and 24-30 should be allowable. Such action is respectfully requested.

Respectfully submitted,

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